

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. All claims in the application are indicated below.

1. (Currently amended) An integrated circuit flash drive memory device connectable by a user to a host computing device, the integrated circuit flash memory device for enabling said user to run or execute at the host computing device a protected software or data without providing said user means to copy the protected software or data stored in the integrated circuit flash memory device, the integrated circuit flash memory device comprising:

a controller for controlling interaction between the integrated circuit flash drive memory device and the host computing device;

an application launcher software stored on the integrated circuit memory device and executable on the host computing device upon activation of the integrated circuit memory device with the host computing device;

a memory component that includes a protected memory component storing arbitrary application at least part of a protected software or data that is operable installable or executable on the host computing device by said user and, the protected arbitrary software in the protected software or data stored in the protected memory component cannot be viewed or accessed by the said user; and

the application launcher software stored on the integrated circuit memory device including

means to run automatically on the host computing device upon activation of the integrated circuit memory device with the host computing device,

means to access, by the application launcher software, protected software or data from the protected memory component of the integrated circuit flash memory device in dependence of a successful authentication of the application launcher software that run automatically on the host computing device upon activation of the integrated circuit memory device with the host computing device, and

means to install, execute or run, by the application launcher software, running on the host computing device, to install or to run the arbitrary application the protected

software or data accessed from the protected memory component of the integrated circuit flash memory device on the host computing device;

whereby the flash memory device enables said user to operate, run or execute protected software or data on the host computing device from the protected memory component without enabling said user means to access, view or copy the protected software or data from the protected memory component of the integrated circuit flash memory device.

whereby the protected arbitrary software in the protected memory component cannot be viewed or accessed by the user even with user password authentication and is only accessible to be run by the application launcher software upon authentication of the application launcher software.

2. (Currently amended) The integrated circuit flash drive memory device of claim 1 in which the application launcher software is embedded in the controller, flash memory device is further operable with the host computing device in accordance with a first device interface description for identifying with the host computing device with the first device interface description, and

subsequent to an autorun operation upon plugging the integrated circuit flash memory device to the host computing device and in response to a query,

the flash memory device re-enumerates itself with a second device interface description and identifies to the host computing device with the second device interface description.

3. (Previously presented) The integrated circuit flash drive memory device of claim 1 further including a public memory component that can be viewed or accessed by the user.

4. (Currently amended) The integrated circuit flash drive memory device of claim 1, further comprising a wireless component for adding wireless interface to the host computing with the wireless component, in which the application launcher software

~~furher runs the arbitrary software on the host computing device upon installing the arbitrary software.~~

5. (Currently amended) The integrated circuit flash drive memory device of claim 1 further comprising a user operable external manual switch on the integrated circuit flash drive memory device that is accessible and operable by said that allows a user to select from among plural operating states that include a first state in which the application launcher software is operable and a second state in which the application launcher software is not operable ~~so that the integrated circuit flash drive memory device functions as a conventional integrated circuit flash drive memory device.~~

6. (Currently amended) The integrated circuit flash drive memory device of claim 1, further comprising one upstream port for interfacing or connecting with the host computing device and two or more downstream ports having at least one downstream port associated with at least a wireless component and at least one downstream port associated with a memory component ~~5 in which the user operable manual switch allows a user to select from among more than two operating states, one of which includes operation of a peripheral other than the integrated circuit flash drive memory device.~~

7. (Cancelled)

8. (Currently amended) The integrated circuit flash drive memory device of claim 1 further comprising a connection that is connectable to a host computing device over a Universal Serial Bus connection port.

9. (Previously presented) The integrated circuit flash drive memory device of claim 1 in which the controller and the memory component operate together as a storage device to the host computing device.

10-19. (Cancelled)

20. (Currently amended) An integrated circuit memory device connectable by a user to a host computing device for running or executing a protected data on the host computing device without providing said user means to copy the protected data stored on the integrated circuit memory device, the integrated circuit memory device comprising:

a controller for controlling interaction between the integrated circuit memory device and the host computing device;

a memory component that includes a protected memory component storing protected software operable that is installable or executable on the host computing device by said user and is not viewable or accessible by said user;

the integrated circuit memory device being further configurable to include:

means to enumerate with a first device interface description for identifying itself to the host computing device with the first device interface description upon connection to the host computing device,

means; and autorun software stored on the integrated circuit memory device to install, execute, or run automatically one or more autorun software on the host computing device by said user,

means to re-enumerates itself with a second device interface description for identifying to the host computing device with the second device interface description in response to a query and subsequent to running or executing autorun software on the host computing device,

means to access protected data, by the one or more autorun software, from the private memory component on upon activation of the integrated circuit memory device with the host computing device, autorun software, upon running on the host computing device, installing or running the protected software for installing, executing, or running a protected software on the host computing device with the protected data accessed from the private memory component of the integrated circuit memory device,

whereby the integrated memory device providing said user to run or execute on the host computing device the protected data stored in the private memory component

of the integrated circuit memory device without providing said user means to access and copy the protected data.

~~wherein the memory component includes a protected memory component where the protected software is stored so as not to be viewable or accessible by the user, even with user password authentication, and is accessible only by the autorun software for installation or running of the protected software, thereby providing copy protection of the protected software.~~

21. (Previously presented) The integrated circuit memory device of claim 20 in which the protected memory component accessible by the autorun software includes an authenticated step by the autorun software.

22. (Currently amended) The integrated circuit memory device of claim 20 in which the protected data stored in the protected memory component is not accessible by said user and is accessible only by the autorun software or the protected software thereby providing copy protection of the protected data stored in the private memory component of the integrated circuit memory device ~~the autorun software further runs the protected software on the host computing device upon installing the protected software.~~

23. (Currently amended) The integrated circuit memory device of claim 20 further comprising a user operable external manual switch on the integrated circuit memory device that allows a user to select from among plural operating states of the that include a first state in which the autorun software is operable and a second state in which the auto-run software is not operable so that the integrated circuit flash drive memory device functions as a conventional integrated circuit flash drive memory device.

24. (Currently amended) The integrated circuit memory device of claim 23 in which the user operable external manual switch allows a user to select from among more than two operating states, one of which includes operation of a peripheral other than wireless component in the integrated circuit flash drive memory device.

25. (Previously presented) The integrated circuit memory device of claim 20 further comprising a connection that is connectable to a Universal Serial Bus port.

26 (Previously presented) The integrated circuit memory device of claim 20 in which the memory component includes an external memory added to the integrated circuit memory device.

27. (Currently amended) A method for adding wireless interface to a host computing device with an A~~n~~ integrated circuit memory wireless device connectable to a host computing device, the integrated circuit wireless device including a wireless component for adding wireless interface to the host computing device with the wireless component, a memory component that includes a private memory component for storing at least part of a protected data that is operable or executable by a user on the host computing device and cannot be copied by said user, the method of adding wireless interface to the host computing device comprising:

activating the integrated circuit wireless device for adding wireless interface to the host computing upon connecting the wireless integrated circuit device to an interfacing port of a host computing device;

identifying with a first device interface description to the host computing device by the wireless integrated circuit device;

running automatically one or more autorun software stored on the integrated circuit wireless device upon activation of the integrated circuit wireless device with the host computing device;

re-enumerating, by the wireless integrated circuit device, with a second device interface description for identifying to the host computing device with a second device interface description, the re-enumeration being subsequent to running the one or more autorun software on the host computing device;

accessing the protected data from the private memory component, by the one or more autorun software, the protected data for installing, executing or running a protected software on the host computing device for adding wireless interface to the host computing device;

installing, executing or running the protected software on the host computing device with the protected data accessed from the private memory component by the one or more autorun software;

wherein the integrated circuit wireless device adds wireless interface to the host computing device by enabling said user to install, execute or run the protected data stored in the protected memory component of the integrated circuit wireless device without providing said user means to view, access or copy the protected data stored in the protected memory component of the integrated circuit wireless.

comprising:

~~a controller for controlling interaction between the integrated circuit memory device and the host computing device;~~

~~a memory component storing arbitrary application software operable on the host computing device;~~

~~autorun software stored on the integrated circuit memory device to install and run the arbitrary application software on the host computing device automatically upon activation of the integrated circuit memory device with the host computing device; and~~

~~a user operable manual switch on the integrated circuit memory device that allows a user to select from among plural operating states that include a first state in which the autorun software is operable and a second state in which the autorun software is not operable so that the integrated circuit memory device functions as a conventional integrated circuit memory device.~~

28. (Currently amended) The ~~integrated circuit memory device~~ method of claim 27 in which the wireless component includes at least one of a wireless network component and a Bluetooth wireless component, individually or in any combination. ~~autorun software is embedded in the controller.~~

29. (Currently amended) The ~~method integrated circuit memory device~~ of claim 28 27 in which the memory component includes a protected memory component and the arbitrary software is a protected software stored in the protected memory component that is not viewable or accessible by the user, and access to the protected

software by the autorun software requires authentication of the autorun software, thereby providing copy protection of the arbitrary software.

30. (Currently amended) The method integrated circuit memory device of claim 28 27 in which the integrated circuit wireless device further including a user operable external manual switch on the integrated circuit wireless device for allowings a user to select from among more than two operating states, one of which includes operation of a peripheral other than the integrated circuit flash drive memory device.

31. (Currently amended) The method integrated circuit memory device of claim 28 27 further comprising a connection connecting to the interfacing port of the host computing device that is connectable to includes a Universal Serial Bus port.

32. (Currently amended) The method integrated circuit memory device of claim 28 27 in which the integrated circuit wireless device further including an upstream port for interfacing with the host computing device, and two or more downstream ports, the two or more downstream ports having at least one downstream port associated with at least the wireless component and at least one downstream port associated with the memory component further comprising a wireless component and the arbitrary application software is a wireless software.

33. (Currently amended) An integrated circuit wireless device connectable by a user to a host computing device for adding wireless interface to the host computing device with the integrated circuit wireless device, the integrated circuit wireless device, comprising:

a controller for controlling interaction between the integrated circuit wireless device and the host computing device;

a wireless component for enabling adding wireless interface to the host computing device wireless connectivity with the wireless component subsequent to plugging the integrated circuit wireless device to the interfacing port of the host computing device;

a memory component that includes a private memory component for storing at least part of a protected data that is installable or executable by said user wireless application software operable on the host computing device and is not accessible or copyable by said user; and

one or more autorun software stored on the integrated circuit wireless device that runs automatically on the host computing device upon activation of the integrated circuit wireless device with the host computing device, the one or more autorun software, upon running on the host computing device including

means for accessing the protected data from the private memory component, the protected data for installing, executing or running a protected installing or running the wireless application software on the host computing device for adding wireless interface to the host computing device;

wherein the integrated circuit wireless device enabling said user adding wireless interface to the host computing device employing the protected data stored in the protected memory component of the integrated circuit wireless device without providing said user means to view, access and copy the protected data stored in the protected memory component of the integrated circuit wireless.

wherein the memory component includes a protected memory component where the wireless application software is stored so as not to be viewable or accessible by the user, even with user password authentication, and is accessible only by the autorun software for installation or running of the wireless application software, thereby providing copy protection of the wireless application software.

34. (Previously presented) The integrated circuit wireless device of claim 33 further comprising,

means for identifying with the host computing device with a first device interface description, and

means for re-enumerates itself with a second device interface description and identifies to the host computing device with the second device interface description subsequent to an autorun operation and a query, in which the connection between the

~~integrated circuit wireless device with the host computing device is a Universal Serial Bus connection and the controller is a Universal Serial Bus controller.~~

35. (Currently amended) The integrated circuit wireless device of claim 33 in which the integrated circuit wireless device having an upstream port for interfacing with the host computing device and two or more downstream ports, the two or more downstream ports having at least one downstream port associated with at least the wireless component ~~the wireless component is a short range wireless specification.~~

36. (Currently amended) The integrated circuit wireless device of claim 33 in which the wireless component is a Wireless Local Area Network component ~~and the wireless application software stored in the memory component for installing and or running on the host computer is a Wireless Local Area Network application software.~~

37. (Previously presented) The integrated circuit wireless device of claim 33 further includes an external memory component and the integrated circuit wireless device operable as an external memory storage device and an external wireless device to the host computer.

38 (Currently amended) The integrated circuit wireless device of claim 33 in which the wireless component being one of a WiFi component and a Bluetooth wireless component, individually or in any combination ~~flash drive memory device of claim 1 in which the arbitrary software is a wireless software.~~

39 (Previously presented) The integrated circuit memory device of claim 20 further comprising a Universal Serial Bus hub for enabling interface with one or more functional components or devices.

40 (Previously presented) The integrated circuit memory device of claim 39 in which the Universal Serial Bus hub includes one upstream port and one or more

downstream ports for interfacing or connecting to one or more functional components or devices.

41. (Previously presented) The integrated circuit flash drive memory device of claim 20 further including a public memory component that can be viewed or accessed by the user.

42. (Currently amended) The integrated circuit memory device of claim 20 further comprising a wireless component for adding wireless interface to the host computing device upon plugging the integrated memory circuit device to the host computing device and the protected software is a wireless software.

43 (Currently amended) The integrated circuit wireless device of claim 42 in which the wireless component includes at least one of a wireless network component and a Bluetooth wireless component, individually or in any combination is compatible to short range wireless protocol specification.

44. (Currently amended) The integrated circuit memory device of claim 20 in which the protected memory component further stores protected data that is not accessible by the user and is accessible only by the one or more autorun software or the protected software thereby providing copy protection of the protected software or protected data during installation or running of the autorun software, thereby providing copy protection of the protected data.

45. (Currently amended) The integrated circuit memory device method of claim 27 further including a public memory component that can be viewed or accessed by the user.

46. (Currently amended) The integrated circuit memory device method of claim 27 in which the memory component includes a protected memory component that stores protected data that is not viewable or accessible by the user and is accessible

only by the one or more autorun software or the protected software upon authentication of the autorun software, thereby providing copy protection of the protected data.

47. (Currently amended) The ~~integrated circuit memory device method~~ of claim 31 further comprising a Universal Serial Bus hub for enabling interface with one or more functional components or devices, the Universal Serial Bus hub includes one upstream port for interfacing with the host computing device and one or more downstream ports for interfacing or connecting to one or more functional components or devices.

48. (Currently amended) The integrated circuit wireless device of claim 35 in which the protected data that is not viewable or accessible by the user and is only accessible by the one or more autorun software upon authentication of the one or more autorun software, thereby providing copy protection of the protected data. ~~the short range wireless specification is compatible with a short range wireless protocol specification.~~

49. (Previously presented) The integrated circuit wireless device of claim 33 further including public memory component that can be viewed or accessed by the user.

50. (Currently amended) The integrated circuit flash drive memory device of claim 1 in which the protected memory component further stores protected data that is not accessible by the user and is accessible only by the application launcher software or the arbitrary protected software during installation or running of the application launcher software or the arbitrary protected software, ~~thereby providing copy protection of the protected data.~~

51. (Currently amended) The integrated circuit flash drive memory device of claim 8 further comprising a Universal Serial Bus hub for enabling interface with one or more functional components or devices, the Universal Serial Bus hub including one upstream port for interfacing with the host computing device and one or more downstream ports for interfacing or connecting interacting to one or more functional

components or devices, the one or more functional components or device including a memory component.